

# Automotive Daily News



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## SURVEY REFLECTS GREAT BOOM IN MOTIVE INDUSTRY

### Most Plants Running At Capacity on Tires And Autos

By FRANCIS P. DAILY

**WASHINGTON,** March 1. The tremendous prosperity of the automotive industry is reflected in unmistakable fashion through statistics furnished by the government's survey of employment conditions.

Payrolls in both the automobile and tire manufacturing branches are running at unprecedented levels and full time capacity in nearly every plant, as recorded by the survey. Although the effect of inventory-taking upon payroll totals was felt in the industry, the immediate increase thereafter far exceeded short-time declines recorded earlier.

Based on 100 per cent. as the monthly average of 1923, employment and payroll totals in automobile factories were 112.8 and 99.9 per cent. respectively in January, 112.4 and 120.1 per cent. respectively in December, and 89.9 and 73.4 per cent. respectively in January, 1925.

Tire manufacturing also kept pace proportionately with automobile production. In comparison with the average for 1923, employment and payroll totals were 112.6 and 114 per cent. respectively, in January; 110.7 and 112.5 per cent. respectively, in December, 1925; and 102.9 and 103 per cent. respectively, in January, 1925.

The total employment for January of 206 automobile manufacturing establishments which reported is given as 335,284, as against 333,785 in December, although the total average weekly payroll for January was \$9,452,472 as against \$11,355,646 in December.

A comparison between January of this year and the same month of 1925, as reported by 189 automobile factories, shows an increase in the number on the payroll of 26 per cent., or a gain from 260,010 to 329,078 workers, with an increase in the average weekly payroll from \$6,705,124 to \$9,264,822, or 38 per cent.

In the comparison in tire manufacturing between January and December, as reported by sixty-seven companies, there was an increase of 1.7 per cent. in the number of workers and 1.3 per cent. in the total average weekly payroll. January employment is given as 58,434, as against 57,459 workers, while the weekly payroll increased from \$1,722,744 to \$1,744,744.

The number of employees in tire manufacturing, as reported by sixty-six companies, shows an increase of 10 per cent. and an increase of 11 per cent. in the payroll in the comparison between January of this year and the same month of last year. The number of workers increased from 52,285 to 57,736, while the weekly payroll jumped from \$1,547,277 to \$1,727,583.

Of thirty-six industries which showed increased per capita earnings in January as compared

### Editor A. D. N. to Be On Air Tuesday P. M.

New York, Feb. 27.—A talk by Alexander Johnston, editor of Automotive Daily News, will be broadcast from Station WBPI, this city, Tuesday night from 7.40 to 8 o'clock. His subject will be "How to Treat a New Car," and dealers as well as owners will find something of interest by tuning in.

### M. T. I. TO MEET IN DETROIT MAR. 2

### More Than 100 Truck Men Expect to Assemble

Special from A. D. N., Detroit Bureau

Detroit, Feb. 27.—March 2 and 3 have been definitely set as the date for the Detroit meeting of the Motor Truck Industries, Inc., of America. This organization, made up of the standardized truck builders and makers of truck parts, will bring about 100 members to the headquarters at the Book-Cadillac for a preliminary meeting Tuesday evening.

At this meeting J. R. Spraker of the Atterbury Motor Truck Company, Buffalo, N. Y., who is chairman of the ratings committee, will make his report.

Tuesday night at 6 o'clock the Timken Detroit Axle Company will entertain the organization directors and committee chairmen at dinner.

Registration will begin Wednesday morning at 9, and members will be taken in motor coaches for an inspection trip to the Timken Detroit plant. The company will again be host at luncheon.

Wednesday afternoon meeting will be called to order by President J. W. Stephenson of the Indiana Truck Corporation, Marion, Ind.

The organization's secretary is B. A. Gramm, president of the Gramm and Kincaid Motors, Inc., Lima, O. The first vice-president is Paul Moore, vice-president of the Garford Motor Truck, Lima, and the second vice-president is C. D. McKim, sales manager of the Continental Motors Corporation, Detroit, Mich.

### FORD PRICE CUTS JUMP RETAIL SALES

Detroit, Feb. 27.—Response to the Ford price cut is reflected in retail sales figures for the second ten-day period of February, which showed an increase of 5,000 over the first ten-day period. Indications are February sales will run well over 100,000, a substantial increase over January.

### G. M. EXPORT BRANCH

London, Feb. 27 (U. T. P. S.)—A British branch of the General Motors Export Company, Ltd., has been registered at Bush House, Aldwych, London, W. C. 2, with a capital of \$1,000,000.

With January, 1925, the greatest increase, 9.2 per cent., is recorded in the automobile industry. The figures show a net gain in manufacturing of 1.1 per cent.

### Mfrs. to Reduce Prices To Meet New Tax Cuts

Washington, Feb. 27.—With the signing of the tax reduction bill by President Coolidge yesterday morning the measure, which includes a cut in the national automotive tax bill of approximately \$84,000,000, became a law, effective in thirty days.

Manufacturers have announced that they will reduce delivered prices on their cars to the extent of the 2 per cent. tax cut within the thirty days stipulated, in accordance with the provisions of the

bill, by which a levy of 3 per cent. was substituted for that of 5 per cent. This means a cash reduction of about \$46,400,000. The 2 per cent. cut is figured on the f. o. b. price.

Other phases of the automotive tax which were eliminated entirely were the \$9,000,000 annually against trucks; the tax on tires, parts, etc., amounting to more than \$25,000,000 annually; and the tax on automobiles for hire, which totaled nearly \$2,000,000 in the past.

### Dodge Deliveries Go to New High

Detroit, Feb. 27.—Retail deliveries of 4,755 new motor vehicles by Dodge Brothers dealers in the United States during the week ended February 20, according to official figures just released by the factory in Detroit, have established a new weekly record, exceeding all previous weeks this year and all weeks in January or February of preceding years.

This is a substantial gain over the high record established the previous week and an increase of 40 per cent. over the average of the first three weeks of January last year.

Deliveries for the seven weeks from January 2 to February 20 amounted to 28,268 vehicles, compared with 19,047 for the corresponding period of last year, a gain of 48 per cent.

### Oakland-Pontiac Output Goes Up

Pontiac, Mich., Feb. 27.—Demand for the new Pontiac Six since early January and increased demand for the Oakland Six have caused production at the Oakland factories division of General Motors to be increased to 439 cars a day. Production in February and March this year represents a 300 per cent. increase over the schedule of February and March last year.

The entire facilities of the greatly enlarged Fisher body plant at Pontiac are being devoted to producing bodies for the Pontiac Six and Oakland Six.

Demand for Oakland models is also starting out with unusual strength this year, with schedules set 25 per cent. higher than for the same months last year. To take care of the peak production at the Oakland factories, which is scheduled for early in April, 600 employees are being added to the payroll. This is in addition to the increased force at the Fisher body plant.

### U. S. AUTOS DISPLAYED AT NEW ZEALAND SHOW

Special from A. D. N., Washington Bureau  
Washington, Feb. 27.—American automobiles and tires are being exhibited at the New Zealand and South Seas International Show now in progress at Dunedin, New Zealand. Trade Commissioner E. G. Babbitt at Sydney today advised the Department of Commerce.

### DODGE BROS. AND HUDSON PUT TAX CUTS IN EFFECT

### Make Reductions Avail- able to Dealers At Once

**DETROIT,** Mich., Feb. 27.—Instead of being compelled to wait thirty days, as stipulated in the bill, buyers of Dodge Brothers and Hudson and Essex motor cars will benefit immediately by the excise tax reduction on automobiles, it was announced today.

The bill reducing the tax on automobiles from 5 to 3 per cent and eliminating it entirely on trucks was passed early in the week by Congress and signed Friday by the President. It does not become effective, however, for thirty days.

Thus the man who wants a car today must still pay the 2 per cent. extra tax, even though it is about to be abolished.

"Dodge Brothers do not believe this penalty should be imposed on the buyer," said Robert C. Graham, vice-president and general sales manager of Dodge Brothers. "We have, therefore, decided to make the full amount of the reduction available at once to our dealers, and through them to the customers, and have so advised them by telegram. We will absorb this cost ourselves, and have instructed dealers to file tax on all cars sold from midnight tonight until the government makes the reduction tax effective."

While no figures were made public, it is assumed that the Dodge Brothers' action in assuming the tax themselves will cost them hundreds of thousands of dollars. With cars being built at the rate of 1,500 a day, there are always from 15,000 to 25,000 cars or more en route to dealers or in stock in the latter's establishments and the reduction will apply against this number, a minimum.

Reductions will range from \$15.00 to \$21.50 per car.

### HUDSON-ESSEX CUTS

William James, advertising manager Hudson Motor Car Co., announces that buyers of Hudson and Essex cars will be given immediate benefit of the tax reduction law rescinding the war tax on motor vehicles.

"The Hudson organization," he says, "will absorb the present taxes, dating from today, so that the buyer may profit at once. Under the terms of the bill, the reduction does not become effective for thirty days. This policy goes into effect all over the country."

This action on the part of the company will result in a saving ranging from \$15 to \$25 per vehicle, depending on list price. The Hudson organization recently discontinued f. o. b. Detroit prices, setting an individual price on cars according to zones and their distance from Detroit.

### IN MIAMI

Miami, Fla., Feb. 27.—W. A. Fisher of the Fisher Body Company has arrived in Miami, to spend a brief vacation.

## 250,000 AUTOS STOLEN IN 1925

**Certificate of Title Law For States Urged**  
By A. A. A.

**Special from A. D. N. Washington Bureau**

**WASHINGTON, Feb. 27.**—Approximately 250,000 motor vehicles were stolen in the United States during 1925, the research division of the American Automobile Association announced today. Figures are based on inquiries covering forty-one cities.

The money value of the machines is estimated at \$218,000,000, based on an average price of \$875 apiece for used cars. Assuming that the average recovery for the country as a whole was around 80 per cent., the A. A. A. places the dead loss to motorists at \$35,000,000. The figure would be nearer \$50,000,000, it is pointed out, if stolen car equipment such as tires and parts is included.

"Last year's survey has proved conclusively the beneficial effect of the adoption of a certificate of title law, which is now in force in twenty-one states, while three states have a bill of sales law," the A. A. A. report states.

"The law has operated advantageously to the car owner in four distinct ways: first, it has reduced the number of car thefts in proportion to the registration; second, it has made recovery much easier; third, it has made possible the punishment of automobile thieves and the breaking up of gangs, and fourth, it has tended to diminish the cost of theft insurance."

In enforcing and punishing offenders under the Dyer theft act over a six-year period, the Department of Justice has been handicapped because of the absence of a nation-wide and uniform certificate of title law, it is pointed out.

## A. E. A. Meet to Be Held in San Antonio

**San Antonio, Feb. 27.**—Plans are being made for a big automotive merchants' conclave to be held in this city about March 20. The arrangements are being supervised by Commissioner W. M. Webster of the Automotive Equipment Association who has enlisted the support of the Chamber of Commerce.

"I have recognized the claim that San Antonio is in a class with New York, Philadelphia, Kansas City and other cities as to a proper place for an Automotive Equipment Association automotive merchandising clinic," Mr. Webster declared, while in this city recently. "A. B. Magge, director of merchandising section of the A. E. A. will be here around March 20 to hold the initial meeting. While these meetings are costing considerable money, it is gratifying to know that automotive merchants throughout the country are realizing millions of dollars from them."

## ROLLS ROYCE TO EXHIBIT DURING BOSTON SHOW

**Springfield, Mass., Feb. 27.**—J. Roy Hiltz, Rolls-Royce representative in Boston, will be in charge of that company's exhibit at the ballroom of the Copley Plaza, Boston, March 1-5.

Cars from the Springfield works as well as from the Brewster works will be shown; fourteen cars in all.

**PLAN NORTH HUDSON SHOW**  
**Jersey City, N. J., Feb. 27.**—Details are being worked out for the annual North Hudson Auto Show, which takes in the dealers of Hudson county outside of Jersey City and Bayonne. As usual it will be held at Columbia Park, on the Hudson County Boulevard (Lincoln Highway) and will be during the week of March 15, under the management of Frank Galland.

## MODERN CARS ECLIPSE LOCOMOTIVES FOR POWER

**Special from A. D. N. Washington Bureau**

**Washington, Feb. 27.**—Few motorists realize that a modern car is, in proportion to its weight, three to eight times higher powered than a warship or a railroad locomotive, according to the safety division of the A. A. A.

The best locomotive and speediest warship are equipped with engines of an average of three horse power per ton, while the Ford has 22½ horse power to its 1,728 pounds. The Chevrolet has 21.7 horse power to its 1,870 pounds. The Buick is equipped with an engine of 29.4 horse power to its 2,955 pounds, and so on, up and down the scale.

## FARMERS IN MICH. OPPOSE TAX RAISE

**Levy on Gasoline High Enough Now, Says Bureau Speaker**

**Flint, Mich., Feb. 27.**—Farmers of Michigan appear to be lining up to oppose a further increase in the state gasoline tax as proposed recently.

H. F. McPherson, newly elected president of the Michigan Farm Bureau Association, speaking here at the annual banquet of the Genesee county farmers, attacked the proposed raise and praised the motor car as an aid to the agriculturist.

"The automobile has stood all it can stand," he declared, "and an extra cent would add to the gasoline tax a \$5,000,000 burden to taxpayers of Michigan. The automobile is not a luxury, but a necessity for the farmer, and an increase in its taxation should not be sanctioned."

When Michigan's method of taxing automobiles was revised by the Legislature two years ago, providing for a weight tax each year instead of the combination weight and horsepower levy, and by also adding a 2-cent gasoline tax to assist in financing state highway development, the farmers were largely relied upon to pass the measure, which had much bitter opposition, especially in the metropolitan centers like Detroit, where the Detroit Automobile Club was unalterably opposed to the law.

## FORD CO. OF CANADA CUTS PRICES ON CLOSED MODELS

**Montreal, Feb. 27.**—The Ford Company of Canada announces reductions on all closed models except the coupe. The Fordor has been reduced \$140 from \$895 to \$755; the Tudor is down \$60, from \$750 to \$695, and the chassis is \$10 cheaper at \$325.

Added refinements to the new model runabout, touring car and light delivery, the company states, have necessitated slight price increases. These prices are now as follows: Runabout, \$410; touring, \$440; light delivery, \$435. The coupe is unchanged at \$665 and the truck chassis at \$485 is also the same price as before. All the above prices are quoted f. o. b. Ford, Ontario.

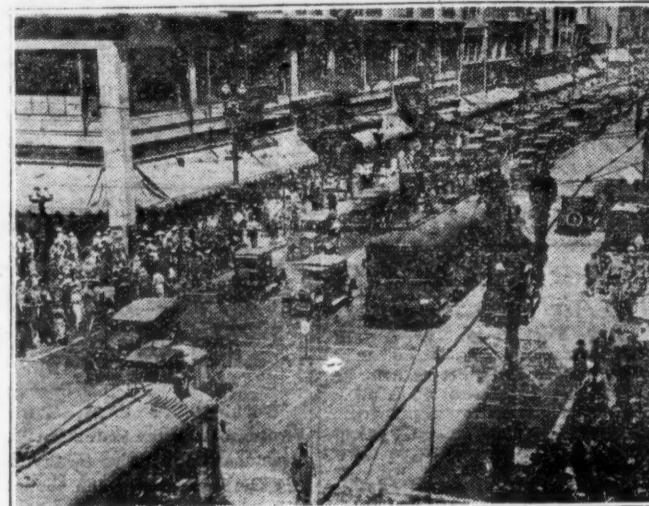
## CANADA ENCOURAGES PROVINCIAL ROAD WORK

**Special from A. D. N. Washington Bureau**

**Washington, Feb. 27.**—Development of the highway systems in Canada has played an important part in attracting many American automobile tourists, who are estimated to have spent \$150,000,000 while in the Dominion in 1925. Assistant Trade Commissioner Thomas R. Wilson at Ottawa today informed the automotive division of the Department of Commerce.

He states that approximately 55 per cent. of the 400,000 miles of roads in Canada are unimproved earth roads, which need immediate attention.

**CONTROLLING TRAFFIC**—Los Angeles finds semaphore traffic signals effective in congested districts of the city. Here is a typical traffic scene. The signal is seen toward the right.



## Correct Data on Tires and Rims

**Cleveland, Feb. 27.**—The statement of rims inspected and approved by the Tire and Rim Association of America for January, 1926, recently released by the association and published by the Automotive Daily News and other publications was incorrect, according to announcement today by C. E. Bennett, secretary.

A correct statement issued today showed that balloon rims produced during January, 1926, were 72.8 per cent. of the total and clinchers 19 per cent., as against 39.1 per cent. for balloons and 44 per cent. for clinchers in January, 1925. Other totals were: Motorcycles, 0.7, as against 0.6 per cent. in January, 1925; high pressure rims, 4 per cent., as against 11.9 per cent.; 20 inch truck rims, 2.7 as against 3.5 per cent., and 24-inch truck rims, 0.8, as against 0.9 per cent.

The largest production was in 28x3½ balloon rims, 792,343, or 49 per cent., as against 177,413, or 9.8 per cent. last year. Production of 30x3½ clincher rims dropped from 697,702 to 373,926, or from 38.6 to 18.9 per cent.

Other balloon sizes showing large production were: 28x4, 198,336; 29x4, 186,713; 30x4½, 158,296.

## New Racer to Have Sleeve-Valve Motor

**Flint, Mich., Feb. 27.**—Word comes from Paris, France, that Albert Schmidt, famous automotive engineer of Flint is developing a new racing creation which he intends to introduce at the Indianapolis 500-mile race.

Schmidt is developing three racing cars involving the sleeve-valve type of engine, which it is said, has hitherto never been used extensively in racing.

M. Albert Guyot, French automobile engineer and race driver, is constructing the machines in Paris. Guyot will also build three for himself, to be entered in the next Indianapolis race. It is expected that the cars will be completed about April 1, when M. Guyot and Mr. Schmidt will bring them to America.

## SEEK TO STANDARDIZE HEADLIGHTS AND LAWS

**(Special from A. D. N. Washington Bureau)**

**Washington, Feb. 27.**—In connection with the National Conference on Street and Highway Safety to be held here early next month, the United States Bureau of Standards today reiterated its general plan of making all laws and regulations regarding automotive headlighting as simple as possible and depending upon education of motor car manufacturers and users for betterment of actual road conditions.

## N. Y. DRIVURSELF SECTION ELECTS

**Zorn of Rochester New Chairman; National Meet Planned**

**ROCHESTER, Feb. 27.**—Fred J. Zorn of the Rochester Drivurself Company was elected chairman of the New York section of the American Drivurself Association at a special meeting of the section held here.

Charles Gould of Buffalo resigned as chairman, having disposed of his interests in Buffalo. Drivurself operators from New York, Newburgh, Albany, Syracuse, Buffalo, Niagara Falls and Rochester attended the meeting.

Plans for the development of this new phase of motorized transportation in a big way in 1926 were discussed. It was brought out at the meeting by H. C. Bradfield of Chicago that a sub-committee of the Judiciary Committee of the House of Representatives had just completed a hearing to amend the national motor vehicle theft act, otherwise known as the Dyer bill.

Mr. Bradfield asked the Congress to amend the law so that persons who come in lawful possession of a motor car and then decide to steal it in interstate commerce be guilty of a felony subject to a heavy penalty. This would affect chauffeurs who come in lawful possession of a car from their employers or persons to whom automobiles may be loaned or rented.

Harold Leopold of Chicago and H. K. Mann of New York, connected with Marsh & McLennan who handle the major portion of insurance in the Drivurself business, attended the meeting as did William Bernard of the General Accident Assurance Company, New York. The drivurself operators present at the meeting adopted resolutions to give Motor Vehicle Commissioner Harnett and his associates full co-operation, and discussed plans to rent their vehicles only to what they call good renters, persons who primarily must believe in safety in driving.

The Drivurself business, while new in the east, has had a ten-year growth in the Middle West and South, according to Mr. Zorn. Over 75,000 passenger automobiles are employed in this business in the United States. Plans under way for its development in 1926 involve a minimum of \$50,000,000 for expansion.

The American Drivurself Association will hold its first national convention in Chicago on March 9 and 10. Those attending the meeting here in Rochester will attend the Chicago gathering.

## PACKARD MOTORS SEEK CLEVELAND BLDG. SITE

**Cleveland, Feb. 27.**—The Packard Motor Car Company of Detroit is preparing to purchase valuable downtown Euclid Avenue property as the site for a new home in Cleveland, it became known today.

It is reported that the Packard company has plans all prepared for the finest motor sales building in the state, and that if the proper site is obtained it will expend from \$200,000 to \$300,000 on the building.

## AUSTRIA BRINGS OUT NEW LIGHT AUTOMOBILE

**Vienna, Feb. 27 (U. T. P. S.).**—A new light auto, the Perl Suprema, has just been produced by the Perl Automobilfabrik Gesellschaft, Regierungstrasse, Vienna.

The four-cylinder overhead valve motor is rated at 4-17 horse power. Although of but 900 c. c. capacity, the development of great power is claimed for this motor owing to the pistons and connecting rods being made of elektron, a new light metal.

## 15 AUTOS BURNED

**Barnet, Vt., Feb. 27.**—The Studebaker service station here, owned by Walker & Brock, has been destroyed by fire with a loss of \$40,000. Only one of sixteen automobiles in the building was saved.

## ADVERTISEMENT

Every 2½ seconds, somewhere in the world, some one buys a Dunlop Tire.

## Used Car Business Good In Chicago but Poor in Springfield, Little Rock

**C**HICAGO, Feb. 27.—With the exception of a small group of dealers, the used car market in Chicago this week was exceptionally good for February, according to reports made by dealers. Practically all stated that conditions were very hopeful, and showed that the spring buying has already got started.

A siege of bad weather, which started with a rainstorm and finished with the heaviest snowfall of the winter, held back sales to some extent.

J. E. Grimes, manager of the used car department of the Peerless company, reports that the bad weather hindered his sales. "However, the indications are excellent that our March business will be booming," asserted Mr. Grimes. "We moved more used cars in January than we ever have, and with better weather we expect to break all records. Our careful purchasing and careful reconditioning of used cars have brought us big rewards."

C. W. Warren, manager of the used car department for Hudson and Essex, reports excellent business. "Our new 'at-your-door' price policy has boomed business in great share," he said. "Our used cars are moving fast, and even the bad weather of last week did not stop us. We look for a great business in March."

F. A. Ote, used car manager for Packard, also reports a lively week. "Business was very good, and we had lots of interested buyers," he stated. "Business was all we expected it to be."

### SPRINGFIELD, ILL.

**S**PRINGFIELD, Ill., Feb. 27.—There are about 600 used cars on hand among the twenty automobile dealers in Springfield, Ill., a survey shows. This is about twice as many as were on hand at this time last year. Used cars are not selling at all and dealers are somewhat alarmed over the situation.

Many of the dealers are agreeable to abolishing all used car trades but are kept from doing so by others who feel that they are obliged to take in a car at the time of a new car sale.

Used cars are selling at low prices with no demand. The recent drop in Ford prices has made the situation worse, dealers here claim. Ford dealers have suffered quite a loss on their used car stock because of the new and lower figures on new Fords.

One of the largest used car operators in Springfield reports one used car sold last week and one the week before. This firm has over eighty used cars on hand.

### LITTLE ROCK, ARK.

**L**ITTLE ROCK, Ark., Feb. 27.—The used car problem is vexing Little Rock dealers as March approaches, and with large stocks of cars on hand it is serious. The only remedy is used car buyers and there are none at this time, dealers say.

There appears to be plenty of money in circulation, the banks are loaded to the guards with cash seeking an outlet. Other lines of business are not complaining, but the used car departments of the various dealers hereabouts are doing practically nothing.

A check on the stocks of used cars taken a week ago showed more than 800 in the hands of eighteen dealers, with a half dozen independent used car dealers with 200 more on hand. This is said to be the largest number of used cars ever on the market here at one time and represents a cash investment of more than \$100,000.

### NEW PEERLESS DISTRIBUTORS

**C**leveland, Feb. 27.—Two new Western Peerless distributors and new Peerless dealers are announced by Edward Ver Linden, president of the Peerless Motor Car Company, Cleveland.

The new distributors are L. C. Naylor Company, Salt Lake City, Utah, and the Morton Motor Company of Dallas, Tex., which has taken over the Peerless factory branch at Dallas.

### Buick Roadster Alive After Icy Bath

**C**LEVELAND, Feb. 27.—Recently a Buick roadster, carrying two men, skidded, rolled off a 125-foot cliff here and after spinning several times in the air, dropped into the ice-filled Rocky River. The car was buried in the ice and water above the lamps. One of the two men died in a hospital, the other was badly injured.

When the car was hoisted out, however, it was driven off under its own power, despite its wrecked appearance.

### Milwaukee New Car Business Steady

**M**ILWAUKEE, Wis., Feb. 27.—In spite of a six-inch fall of snow during the past week, which ordinarily would have seriously slowed down the sale of new cars, Milwaukee dealers reported a steady business for last week. The volume of sales was said to have been somewhat smaller than that of the previous week, but business continues considerably better than in 1925.

While much of the sales effort is being expended by many Milwaukee concerns in the disposal of the stock of used cars, the demand for new cars continues brisk. Nash, Hudson-Essex, Willys-Knight and Overland, Dodge, Chevrolet and Ford sales were reported as being very good for this season of the year.

### OAKLAND DEALERS MEET IN HARTFORD

**H**ARTFORD, Conn., Feb. 27.—Fifty of the associate dealers of the A. C. Hine Company, distributor of Oakland and Pontiac in nearly all of the state were the guests last week of the company at the Hueblein grill.

The occasion was the formal welcome by the Hine organization to the new Pontiac.

### New Dealers

#### MOON

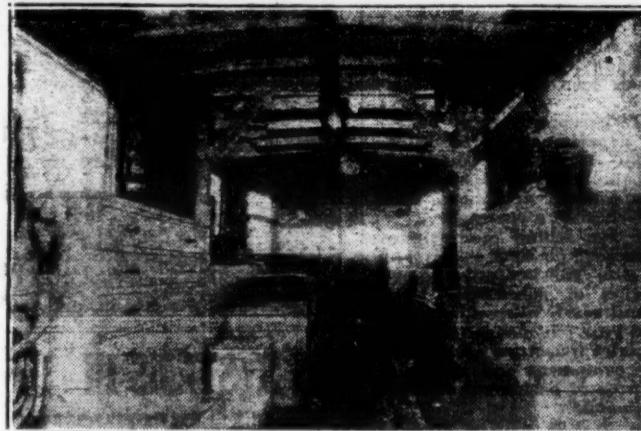
Since the New York Show new direct contracts were closed by the Moon Motor Car Company with the following:

Canada, Motor Car Exchange, Ltd.; Winnipeg, Man.; Connecticut, Tarantino Motor Sales and Service; Shelton, Florida, Jesse E. Walker, Orlando, Fla.; San G. Inc., Pensacola, Fla.; Motor Company, Winter Haven, Kansas, Moran Motor Company, Topeka, Michigan, Clyde E. Walker, Kalamazoo; Inter-City Motors Company, Muskegon Heights, Mississippi, H. C. Powell, Vicksburg, Missouri, Homer Hall Garage, Sedalia; C. A. Welling Company, 719 Big Bend Road, Webster Groves.

New Jersey, Moon Auto Sales and Service, Asbury Park; L. R. Motor Sales Company, Paterson, New York, D. S. Lush, Burlington; Gulf Motors, Inc., New York, Moon Auto Sales Company, Scotia, Evans Motor Car Co., Inc., Staten Island; Thomas L. Boyce, Syracuse; Hollis Garage, Troy; B. & B. Motor Sales, Utica, North Carolina, Just Service Motor Company, Asheville, North Dakota, Dakota Auto Sales Co., Inc., Bismarck, Pennsylvania, G. A. Ronan, Avonmore; H. H. Cable, Beaver; Williard Bros., Bridgeville, Pasquino Ferrari, California; Cardamone Garage, Carbondale; Myers Garage Company, Castle Shannon; Walters Motor Company, Coraopolis; Diamond Garage, Easton; J. M. Heinz Motor Company, Emsworth; M. L. Dickey Garage, Erie, Quarterman Garage, Farrell; Finleyville Auto Company, Finleyville; Blue Front Garage, Irwin; Emergency Auto Service Company, Meadville; McWherter Auto Company, New Castle; West Philadelphia, Moon-Diana Company, Philadelphia; Mahon Fort Pitt Garage, Pittsburgh; Forward Garage, Inc., Pittsburgh; Wm. P. Johnston, Pittsburgh; Leach Motor Service, Pittsburgh; A. R. Platt, Pittsburgh; Redstone Motor Company, Republic; Dickinson Motor Sales Company, Scranton; Leyda Motor Sales Company, Sharon; Harpers Garage, College; J. E. Bowlin, Sr., Motor Company, Inc., Washington.

West Virginia, Twin City Motor Company, Bluefield; G. K. Motor Company, Charleston; Weihl Motor Sales, Parkersburg; Reo Motor Sales, Inc., Welch, Wisconsin, D. R. Slaughter, Milwaukee.

**M**OTOR COACH REPAIR SHOP. The motorized coach repair shop shown here is an innovation recently developed by the service department of the Yellow Truck and Coach Manufacturing Company. It is completely equipped for all kinds of heavy repair work. Provision has been made for two electrically lighted work benches, a hoisting crane for lifting chassis and engines in order to make heavy repairs; a complete acetylene welding outfit; an air compressor operated from the engine to drive an air hammer, and electrically operated drills.



## With the Distributors

### OLDSMOBILE MEETING

**G**RAND FORKS, N. D., Feb. 27.—Oldsmobile dealers from northeastern North Dakota and northwestern Minnesota held a district meeting and banquet at the Hotel Daetah in Grand Forks, called by the Kelley Company, Grand Forks district distributors.

### OAKLAND MEETING

**P**EORIA, Ill., Feb. 27.—Distributors of the Oakland car in the central Illinois territory attended a district meeting in this city sponsored by the Pinkerton Motor Company, local representative. The Chicago branch was represented by E. M. Lubeck, E. T. Jackson, H. R.

Morgan and C. R. Hamilton. All gave talks on sales policies and instructions to salesmen. A banquet was served at the Creve Coeur Club.

### DODGE DEALERS MEET

**S**AN ANTONIO, Tex., Feb. 27.—About twenty Dodge dealers from southwest Texas met in this city recently and discussed plans for the coming year. New agreements for the current year were signed and addresses were made by George S. Chamberlain, district representative, Allison Miller, field representative, and W. G. Wroten and G. F. Hundley, local Dodge distributors.

## Shortage of Cars Only Handicap to No. Illinois Sales

**R**OCKFORD, Ill., Feb. 27.—With dealers and distributors in northern Illinois clamoring for more cars from their factories, and impatient motorists waiting for delivery of their new models, the second month of the year closed here.

Every dealer in this district finds his sales running ahead of 1925, and in several instances the increase is 100 per cent. and more. And this pleasant state of affairs before the beginning of the real spring buying season! With the new month bringing warm sunshine and thawing out the pocketbooks of prospects, dealers hold an optimistic outlook for the first half of the year.

Every indication points to a shortage of new cars this spring in this district. Few dealers have enough cars on hand to take care of a sudden buying period, which always develops in March, and scores of orders have been taken already for delivery within the next few weeks.

The Reo Rockford Auto Company said: "Usually we find ourselves with twenty or more models on hand at this time of the year for the spring rush. Right now we have just two cars, and these are being held for March delivery. We are about three weeks behind on orders to date."

The Kest-Herrington Auto Company reports a similar condition. "We predict the greatest shortage of Dodge Brothers automobiles this spring in the history of our business," said R. A. Herrington. "Deliveries are being made now almost as fast as cars are received from the factory, and we are unable to lay aside any models for later delivery."

The first of the new Paiges arrived here last week, said W. W. Williams, "From interest manifested in the new Paige we will have to delay delivery on the new models for several weeks, unless the factory can ship us double our regular quota. We are still in a position to give immediate delivery on the new-day Jewett."

A. Price Company says that it can make deliveries now on the Chevrolet line, but it has no extra cars on hand, as in previous years, at this time.

## for Economical Transportation



So spectacular has been the demand for the Improved Chevrolet that January sales exceeded by 122% those of the corresponding month of 1925. And 1925 was Chevrolet's greatest year with over a half million cars produced!

|              |       |                  |                         |
|--------------|-------|------------------|-------------------------|
| Touring - -  | \$510 | Sedan - - - - -  | \$735                   |
| Roadster - - | \$510 | Landau - - - - - | \$765                   |
| Coupe - - -  | \$645 | ½ Ton Truck -    | \$395<br>(Chassis Only) |
| Coach - - -  | \$645 | 1 Ton Truck -    | \$550<br>(Chassis Only) |

ALL PRICES F. O. B. FLINT, MICHIGAN

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

QUALITY AT LOW COST

## Industrial Activity Boosts Sales of Trucks

**L**OS ANGELES, Feb. 27.—Truck sales are increasing in southern California daily. Industrial activity is on the increase, oil production in nearby fields is at a pitch not experienced for many months, and building operations have again hit their stride.

C. W. McElroy, district representative of the Ruggles Truck Company of Saginaw, Mich., states: "Indications point to an exceptionally good year. All the dealers I talked to were confident they would at least double their 1925 sales."

"Here in Los Angeles D. F. Poyer & Son are expecting a wonderful year. Already repeat orders for 1926 are way above this time last year. Ruggles popularity is also increasing with tremendous momentum."

Thomas M. Ray, vice-president of the Federal Motor Truck Company of California, Inc., reports that the demand for trucks of all types in California is growing monthly. He states that merchants are rapidly increasing their fleets, while farmers are purchasing speed trucks.

"Growers who desire to rush products to market are placing much dependence in the speedy truck," stated Ray. "They can start when their load is ready and have no waits for trains. The result is they get their products to market while they are in the best possible condition and command top prices. That partly accounts for the increase in sales among farmers. Also the growers are more prosperous and can afford to purchase the best equipment."

The Federal Motor Truck Company of California has enjoyed a wonderfully increased business during the last two years and there is every indication that this year will shatter all former records."

The Graham Brothers truck is enjoying a heavy sale at the present time, according to the commercial car sales manager. He states that the recent price reduction, the third in eight months, has played a large part in the increased sales volume.

### BUILDING PROGRAM HELPS

**B**uffalo, Feb. 27.—Buffalo's present building program, including construction of a new union depot, road construction and residential construction as well, is an important factor entering into the present demand for trucks of practically all sizes and types.

All dealers interviewed here are optimistic as to spring business. Inquiries of the past ten days lead dealers to look forward to a vast spring business.

Sales in the past week have averaged better than any preceding week this year. One dealer said that much of the February business has been 100 per cent. better than any similar period in 1925.

E. F. Howell, manager of the Mack International Motor Truck Corporation here, said: "Trucks of all types are in good demand, and the past week was the best week for volume of business that we have had this year. Small contractors' trucks, dumping trucks, speed trucks and every type we have seem to be in demand. Inquiry indicates that the spring business will be heavy. The first twenty days of February show a volume of business 100 per cent. better than for the same period last year."

G. M. C. trucks also are in good demand, according to R. J. Reiman, manager of the local dealership. February in general has been much better than January business, he said. A good spring business is apparent, and at the rate February sales have been running Reiman feels that a gradual improvement will result in an exceptional spring trade.

F. H. Sinclair, Brockway motor truck dealer, said that sales in the past week have been very satisfactory, with indications pointing to a brisk spring.

### TOLEDO BUSINESS GOOD

**T**oledo, Feb. 27.—Motor truck business is showing much activity in its infancy in High Point and North Carolina,

in the Toledo area. Dealers in commercial vehicles all report increased activity and better outlook than has been experienced for a year.

O. T. Timson, manager of the truck department of the International Harvester Company's Toledo branch, says his sales in money volume are more than double those of a year ago.

"We are selling more three-ton trucks," he said, "than any other size. This is always a good indication of substantial business and nearly always points to a good year. It means the more substantial industries are buying motor equipment and naturally the march of business is causing the demand."

W. M. Kelley, branch manager of the White Company in Toledo, reports business much improved over the White sales in Toledo of a year ago; more than 30 per cent. better. He also reports increased sales of heavy duty trucks.

Harry Beckwith, manager of the Owen & Graham Company, distributor of General Motors trucks, says the G. M. C. "Big Brute" announcement brought more truck inquiries to his place than anything that has been done in the three years he has been in Toledo.

"Our business," said Beckwith, "is looking better for a big year than any time since we opened. We are ahead of last year and I see a tremendous gain for the year as a whole. All classes of firms are interested in commercial vehicles for their delivery departments."

### DETROIT TIRE DEALER TO SEEK FLEET OWNER TRADE

Special from A. D. N. Detroit Bureau

**D**etroit, Feb. 27.—Sterling Tire Sales Company, dealer in Firestone Tires, is adding two salesmen to its force to build up its fleet owner trade. According to G. R. Castle, manager, Detroit tire dealers have done very little in the past toward soliciting business from the small fleet owner.

"We find," said Castle, "that the very large fleet owners are taken care of by the tire manufacturers. The small fleet owner, however, has been left to buy his tires where he liked, in much the same manner as the individual car owner. Several concerns which own from two to eight trucks and light deliveries have been buying tires from us for several years, and we know that their trade is very desirable, so we have decided to go after this type of business more vigorously."

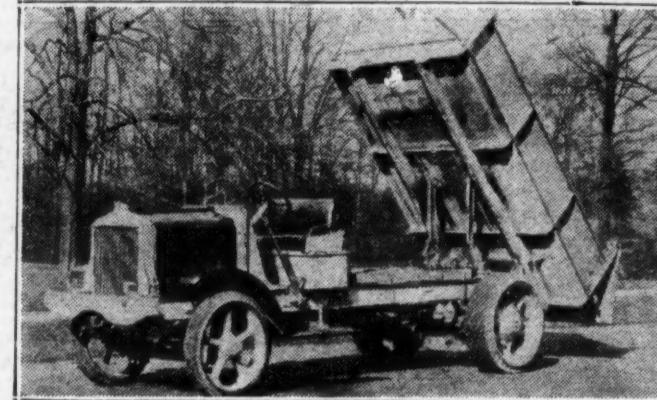
### BLUE STAR BUS LINE SOLD TO SOUTHERN COACH CO.

**H**igh Point, Feb. 27.—The Blue Star Bus Line, operating between Greensboro and Charlotte, transferred its holdings to the Southern Coach Company of Norfolk, Va., for the consideration of \$25,000. The new company will begin the operation of buses on this line Monday, it was announced.

The new company has not definitely announced its plans locally, but it is understood that tentative plans are being made to put several new buses on the Greensboro-Charlotte route at an early date.

The Blue Star Line has been incorporated since 1925, with E. A. Farlow, president; J. M. Farlow, secretary-treasurer, and Mrs. Addie Aycock, third member of the corporation. Before that time the company was owned and operated by J. M. Farlow. He started when the bus business was

**H**EAVID DUTY DUMP TRUCK. In its model 52-D, shown below, the White Company of Cleveland has developed a truck with improvements designed to meet the growing demands of dump truck transportation. The dumping angle for the body is fifty degrees. By a special transmission unit the torque at the wheels is increased, giving maximum pulling power when needed.



### BUS SYSTEMS IN ILL. EXTENSIVE

**S**pringfield, Ill., Feb. 27.—The first certificate for a motor bus line in Illinois was issued in 1914. In the eight years that followed only eighteen were granted, but in the past four years, the number has increased rapidly.

Up to the present time 192 permits have been issued, while a great many have been operating without a permit. The Chicago Coach Company is the largest in the state, operating 415 buses in Chicago and suburbs. The Egyptian Transportation Company is the largest state organization, operating over 218 miles and with applications in for enough additional routes to bring the total mileage up to 722, touching ninety towns of central and southern Illinois.

There are eighty-eight companies which operate a total of 800 buses, covering 2,000 miles of public highways and carrying 65,000,000 passengers annually. There are also many lines of lesser consequence operating without a permit, and also a number handling interstate business exclusively which are not required to secure a certificate.

Illinois's unprecedented hard road construction has given an extraordinary impetus to motor bus operation. The highways have risen to a place of prominence in transportation and are thronged by the privately owned automobile and the motor bus, as well as the motor truck carrying freight.

The development of motor highway transportation has been so rapid that the Illinois Commerce Commission has been unable to keep pace with it, and hundreds of cases are on the docket in relation to petitions for permits, and various complaints that cannot be reached or considered for some time to come. This condition has been a handicap in a way and has resulted in considerable costly competition.

### KANAWHA RUBBER CO. PLANT STARTS OPERATING

**C**harleston, W. Va., Feb. 27.—The Kanawha Rubber Company, purchasers of the plant of the Dunbar Rubber Company, will begin operations on Monday, and by the end of the year expect to have 500 employees at work, according to C. E. Seigfried, president. The company will manufacture rubber articles, including automobile tires, from material reclaimed from used tubes and casings.

Officers of the company, besides Mr. Seigfried, are James White, West Charleston, vice-president; J. S. Jones, Akron, O., secretary and assistant treasurer; Edward Lory, Charleston, treasurer, and Quince Jones, South Charleston, director. A. H. Marietta, Akron, is factory manager and R. Cameron, Akron, chief chemist and experimental engineer.

## CREDIT SALES NOT SUCCESSFUL WITH BUFFALO DEALERS

**B**uffalo, N. Y., Feb. 27.—Some dealers have tried the plan of selling tires on a time-payment basis with a measure of success. Others have tried the plan and dropped it, while still others have studiously avoided such a proposition, feeling that it would not fit in well with their business. Such is the situation in Buffalo.

Most dealers regard time payments for tires as unwise, because too many uncertainties enter into it. The amount of the sale is usually small compared with a sale of furniture or other propositions that employ the deferred payment method.

People sell their cars before the payments are finished, and it's always hard to get the average man to pay up for a dead horse, they say.

The security depreciates, and it is much easier for a buyer to register a kick regarding an article not yet paid for than one paid for cash on the spot. Time payments seem to invite complaints.

Opposed to these objections is the fact that some dealers claim to have increased their gross volume through giving credit. The use of credit is being extended every day, and the tendency of the times is to favor deferred payments for many articles formerly sold only for cash.

Some firms grant a limited amount of credit on tires in the case of a few old and well-established customers, such as fleet owners, who buy large numbers of tires at a time.

The usual method used by those firms which operate on a credit basis is to demand 25 per cent cash with the balance divided into weekly payments over a period of ten to eighteen weeks, depending on the size of the order.

Naturally, a higher price is charged to cover the expense of handling the account. But the consensus of opinion seems to be that the dealer does not make much larger profit by giving credit.

John C. Skillicorn is a Buffalo dealer who has abandoned the deferred payment plan after a trial of nine months. He lost a few small accounts and found the larger ones O. K. It helped increase business with his regular customers, but brought him little new business, he says. He could have sold twice as many tires on the deferred payment plan had he not been so cautious in the matter of obtaining and investigating references.

The Convenient Tires Shops of Buffalo and Rochester have used the deferred payment plan for years and have made it successful. It has brought quite an increase in business, but proved more expensive selling than for cash.

George N. White, manager of the Convenient Shop in Buffalo, says that only firms selling high-grade and standard makes of tires can afford to use a deferred payment plan.

The Commercial Tire Company has adopted a deferred payment plan, but is not entirely satisfied with its workings. Persons don't keep up payments, and it is costly for the tire merchant to follow up delinquents, the manager states.

### MONTREAL CONTRACTING FOR TRACTORS AND TRUCKS

**M**ontreal, Feb. 27.—Purchase of tractors and trucks for the city Public Works Department at a total cost of some \$65,000 is contained in reports made to the Council by the city executive committee. The city has ratified the purchase of three motor tractors for use in road work which will cost \$8,267, while the balance of the order for ten motor chassis for street flushers still has to be authorized. This latter contract is for a total of \$56,027, comprising four Goffredson chassis and six White bodies.

# Europe Adopts Crankshaft Position for Starters

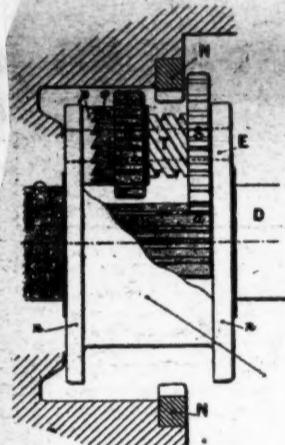
By R. M. PETARD  
A. D. N. Staff Correspondent

**P**ARIS, Feb. 27.—The modern European practice of placing the combined dynamo and starting motor in line with the front end of the crankshaft has already been mentioned several times in our reports on European practice. The outfits used are of the four pole, three brush, single armature type. One pair of poles is used in connection with operation as a starting motor, the other pair in operation as a battery charging dynamo.

The connection is absolutely direct in the case of four-cylinder motors of 2½-in. bore or less; it is through an automatic gear box in the case of larger motors.

In the first instance coupling is effected by means of a two-jaw flange on the crankshaft end, into which engages a straight laminated spring held in a slot milled across the end of the armature shaft. This gives some amount of flexibility to the drive.

In all cases the body of the combined starter and dynamo is cylindrical in external shape and fits into a machined shell cast integral with the timing gear case cover. The automatic reduction gear used in the case of large motors involves an epicyclic gear, similar in basic principle to that used in Ford transmissions, as shown in sketch. In normal running the crankshaft drives the armature as though direct connected; in starting the armature drives the crank-



shaft with a speed reduction of about 8 to 1. No delicate overrunning clutches are used.

Referring to sketch, this shows the gear set in normal running position, when it acts as a solid unit and gives direct drive. Let us assume the engine at rest. Sending the current into the starting motor will cause the armature to revolve, pinion "a" will drive gear "S" and its threaded hub "T"; this will cause pinion "K" to shift toward the right as in a Bendix-drive and engage stationary ring gear "N." The outfit will then act as an ordinary planetary gear and drive the gear cage "n" and the crankshaft "D" with reduced speed and increased torque until the engine starts. When the engine has started the speed of the crankshaft becoming greater than that of the gear train, pinion "K" is thrown out of mesh from "N," again as in a Bendix drive, and clutches "p" and "o" come into engagement, as shown, giving direct connection.

In hand cranking, the starting crank is applied to the other end of the armature shaft, and a locking device prevents the reducing gear from coming into action.

This style of starting and generating apparatus is now made, with detail variations, by all the leading electrical concerns in the European automotive industry, and is adopted for 1926 by all important car makers.

There is evidence that the crankshaft position for the starter and dynamo bids fair to become the absolutely general practice on French cars for 1927.

## WITH THE TRADE

### NEW AUTOMOTIVE FIRM

Dallas, Tex., Feb. 27 (U. T. P. S.)—Announcement was made this week that the Westinghouse Commercial Company had bought the controlling interest in the Electrical Appliance Company here and that the automotive lines carried by the company would be divorced from the regular electrical lines. M. E. Martin and C. L. Martin are at the head of the new automotive company. Harry C. Greer has been named sales manager.

### ELECT OFFICERS

Seattle, Feb. 27.—The newly organized Seattle Auto Storage Club has elected officers. George H. Revelle is president; Bruce Griggs, vice-president; Van Dumbleton, treasurer; H. F. McNeill, secretary. The organization will start out with a membership of around sixty and will be a division of Washington Automotive Trades Association.

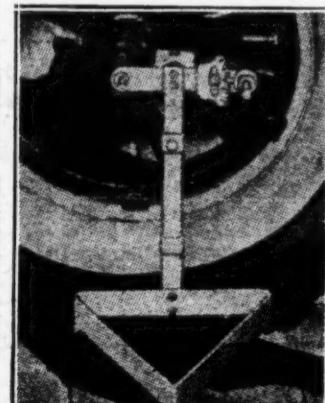
### NEW HOUSE ORGAN

Philadelphia, Feb. 27.—The L. H. Gilmer Company of Philadelphia has started publication of The Happy Van Club, a house organ dedicated to the interests of its salesmen and Gilmer automotive products. The first number is just out and subsequent numbers will be issued monthly.

## New Automotive Equipment

*This department is devoted to the newest developments in automobile accessories, replacement parts and shop equipment. Its columns are open to manufacturers, who are invited to submit descriptions and illustrations of their latest products.*

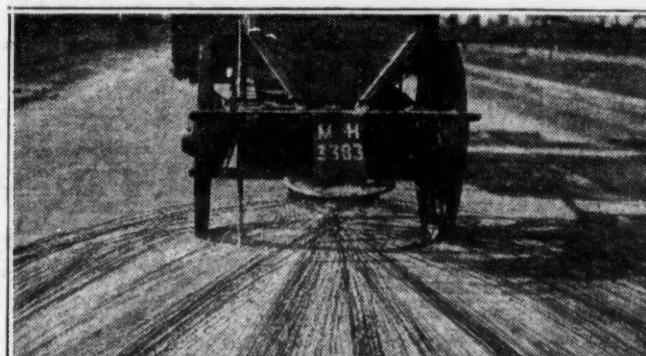
### BEAR AXLE GAUGE



The Bear Manufacturing Company, Rock Island, Ill., is manufacturing an axle gauge for locating the pitch or castor of front axle. It is claimed that the instrument will show the exact degree of angle or pitch in the axle and will locate and eliminate shimmy when due to the front axle.

The gauge is equipped with a spirit level so as to assure absolute accuracy. According to officials of the company, it will work on all styles of wheels and will detect defective wheels, spindle bolts bushings, tie-rods and axles, both in front and rear wheels. An information chart is furnished with each instrument, giving the proper pitch in the axle on the different makes

**SAND SPRINKLER FOR SLIPPERY ROADWAYS.** A new type of mechanical sprinkler for treating highways after rain to prevent the surface becoming slippery is being used in England. It is fitted with a revolving drum which throws out sand the width of the carriage way.



## Garage Men Vote To Abolish Credit

Rochester, Feb. 27.—More than 100 members of the Rochester Garage Owners' Association have voted to abolish credit and do only cash business in the future in the 175 garages owned by members of the association.

The new ruling will become effective immediately and will apply to all customers. Of the approximately 250 garages in Rochester, 175 of them are owned by associated members, leaving less than 100 garages where cash or credit will be left to the judgment of the proprietor.

Plans are being made for a Test Your Brakes Week to be sponsored by the association some time in April in the interest of public safety. The safety council of the Chamber of Commerce, and also Curtis W. Barker, commissioner of public safety, have endorsed the movement. The members of the organization will observe the week by testing the brakes of all Rochester motorists free of charge.

### ROOF OVERHEAD VALVE



The Laurel Motors Corporation, Anderson, Ind., is producing a Roof 8 overhead valve equipment unit for Ford touring cars and trucks. The outfit, priced at \$75, includes spark plugs and wires. The valves carry Liberty locks and keepers.

The company is also manufacturing the Roof 16 overhead valve equipment for Ford and Dodge Motors.

### AUTO SAFETY SIGNAL

Olympia, Wash., Feb. 27.—C. W. Houtari, of Aberdeen, Wash., has patented an "All-in-One Auto Safety Signal," which for some time has been in use on the vehicles of the Aberdeen police and fire departments.

The signal combines the tail light, stop signal and signs for either right or left turns as well as illuminating the license plate.

The stop signal operates from the foot brake and the illuminated turn arrows are operated by switches on the steering wheel support.

of cars as furnished by the manufacturers.

This gauge is finished in heavy copper plate and is priced complete at \$17.50.

## MOLINE IMPLEMENT CO. RE-ELECTS OFFICERS

Moline, Ill., Feb. 27.—Officers of the Moline Implement Company were re-elected at the stockholders' annual meeting, with R. W. Len, president, who has served since the organization of the company, to succeed the Moline Plow. Other officers are: Chairman of the board, Hugh S. Johnson; vice-president in charge of manufacture, Harold B. Dinneen; vice-president in charge of sales, P. N. Noland; vice-president, secretary and treasurer, Alvin Brown; directors, Lea, Johnson, Dinneen, Noland, Brown and Dudley Cates and John F. Seholm.

## OPPORTUNITY IN THE AUTOMOTIVE INDUSTRY

The Federal Motor Truck Company, Detroit, has an opening for an exceptionally high grade man for

### DISTRICT MANAGER

In New England and other Territories. Requirements—Good education and character; automotive wholesale selling experience; age, 35 or under.

This is a real opportunity to the right man, for a permanent and profitable connection. Reply by letter only to

### DISTRIBUTOR DIVISION

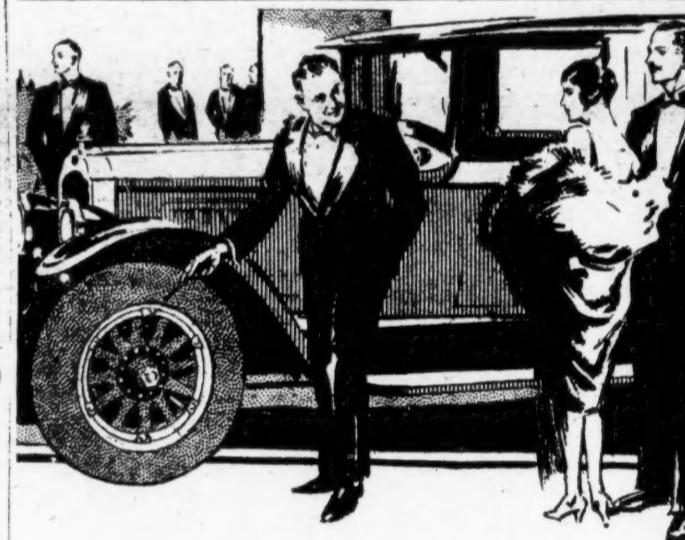
### Federal Motor Truck Co.,

5780 Federal Ave.,  
Detroit, Michigan.

## LOMME HEADS IOWA INDEPENDENT OIL MEN

Des Moines, Ia., Feb. 27.—A. L. Lommel, president of the Bartles-Shepherd Oil Company, was elected president of the Iowa Independent Oil Men's Association at the annual meeting here.

H. E. Wormhoudt, Des Moines, was elected first vice-president; H. G. Schafenberg, Fort Dodge, second vice-president; J. M. Cushman, Des Moines, treasurer, and M. L. Long, Des Moines, reappointed secretary.



**Hayes Wheels are the turning point in making many a sale. They offer wheel and rim differences that cannot be discounted such as: elimination of rim squeaks — elimination of torn valve stems—distribution of driving strain—saving of time in tire changes — saving of tire wear—saving of service expense.**

"Loose Lugs Are Behind the Times"

HAYES WHHEEL COMPANY, Manufacturers, Jackson, Michigan

**HAYES WHEELS**

WITH ATTACHED LUG RIMS—STANDARDIZED IN WOOD, WIRE AND DISC

# Automotive Daily News

"Of, By and For the Entire Automotive Industry"

**PUBLISHED EVERY DAY EXCEPT SATURDAY AND SUNDAY BY  
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## The Truck Pays Its Share

By T. R. DAHL, Secretary of the White Company

WHAT are the facts concerning the alleged advantage which motor trucks have over steam railroads because, as alleged, they do not have to include in their hauling charge a payment for the construction and maintenance of public highways.

Private passenger-cars, constituting 88 per cent. of the motor vehicles using the highways, not being used in the carrying of freight, must be left out of any computation as to the amount of charge per ton of carrying capacity that vehicles pay for the use of the highway. In confining the computation, therefore, to trucks, the United States Department of Agriculture surveys establish that the average license fees paid by all motor trucks in 1924 was \$21.10 per truck. The percentages of the various sizes of trucks rated according to carrying capacity are as follows:

|                             | Per cent. |
|-----------------------------|-----------|
| Three-quarters ton and less | 10.8      |
| One ton                     | 71.4      |
| One and one-half tons       | 7.7       |
| Two tons                    | 2.2       |
| Two and one-half tons       | 3.8       |
| Three and one-half tons     | 1.        |
| Five tons                   | 1.8       |
| Over five tons              | 1.3       |

making an average capacity of motor trucks in use of 1½ tons. The average license fee per truck being \$21.10, the fee per ton of carrying capacity is therefore \$16.90. Compare these costs with railroad costs.

According to the annual report of the Illinois Central Railway system for 1924, the company paid from its revenue during that year a total of \$20,034,135 for maintenance of way and structures. The same report states that in the company's equipment there were 69,523 freight cars and 1,646 passenger cars.

If we charge the entire cost of maintenance of way and structures to the freight cars alone and assume an average of forty tons per car, it is arithmetically determined that this company's draft on its revenue for maintenance of way and structures was \$7.03 per ton of freight car capacity, or \$9.87 per ton less than the commercial motor trucks paid in license fees alone for the use of the highways.

In view of the fact that there are forty-four states in the Union collecting a gasoline tax of from 1 cent to 4 cents per gallon on gasoline, and these taxes are not included in this charge against motor trucks, it is immediately apparent that the motor truck pays a great deal more than twice as much per ton capacity for the use of the highways than the railroads pay per ton capacity for maintenance of way and structures.

By way of example, in the state of Ohio the gasoline tax collections last year, under a 2 cent gasoline tax law, exceeded the license tax collections. A fair estimate of what trucks paid, therefore, would be twice \$16.90, or \$33.80, as against practically \$7 paid by the railroads for their maintenance. It is conservative, therefore, to say that the motor truck is today paying four times as much per ton capacity for the use of the highways as the railroad companies are paying per ton capacity of their freight cars for the maintenance of their way and structures.

I therefore submit to you that instead of the motor trucks having an advantage over the rail carriers, so far as the expense of the road over which they operate is concerned and thereby obtaining an unfair advantage over the railroads, that the railroads have an advantage over the motor trucks of something like 400 per cent. on that one item alone.

## Here and There in the Trade Headlines—by MacConachie



## Ashville Opens Credit Bureau

ASHEVILLE, N. C., Feb. 27.—The Asheville Automotive Trade Association has established a credit bureau for local car dealers.

Since the purchase of automobiles has reached the point where but few cars are bought for cash and many cars have to be taken back by the dealers because of some default in making payments, the association has established a credit bureau in the Jackson Building.

The purpose of this bureau is to act as a protective agency for the various dealers. At its office a record is kept of all those who have not been able to make the payments, necessitating the taking back of the car by the dealer. Also, a record is kept of all those who have been arrested for transporting whisky.

The secretary sends a report to all of the other dealers in town every week, and so the various dealers have at their fingers' tips all those who are not considered as good credit prospects.

## ASBURY DEALERS ELECT OFFICERS AND PLAN SHOW

ASBURY PARK, N. J., Feb. 27.—At a meeting at the Berkeley-Carteret Hotel the Asbury Park Automotive Association elected the following officers: John Thomson, Ford dealer, president; Louis Lipsey, Studebaker dealer, vice-president; Egbert Close, Oakland dealer, secretary.

A motion was voted to hold the annual automobile show in Asbury Park at a date to be decided upon later, probably during the last week in March.

INDIANAPOLIS, IND., Feb. 27.—W. Harrison Marsh has just been appointed sales manager for Arnold & Lomax, local Moon and Diana dealers.

## RUMANIAN LUXURY TAX BASE ON C. I. F. VALUES

Washington, Feb. 27.—Commercial Attaché S. Fouche, at Bucharest, today advised the Department of Commerce by cable that the existing 10 per cent. luxury tax imposed by Rumania on automobiles, tires and accessories will be computed from the c. i. f. value of the goods, instead of from the invoice value, as was previously the case.

## Title Law Cuts Insurance Rates

Pierre, S. D., Feb. 27.—A direct benefit of the certificate of title law passed by the last Legislature, effective July 1, pleasing to owners of motor cars in this state, came this week when insurance companies announced a reduction in theft insurance premiums amounting to a little more than a third for the average car.

## Coming Automotive Events

### FEBRUARY

15-Mar. 15—Copenhagen, Denmark. Twenty-sixth Annual Automobile and Motor Cycle Show.  
27-Mar. 6—Red Bank, N. J. Monmouth County Automobile Show.  
27-Mar. 6—Johnstown, Pa. Automobile Show.  
27-Mar. 6—Allentown, Pa. Automobile Show.

### MARCH

1-2—Springfield, Ill. Illinois Automotive Trade Association, annual convention.  
1-6—Springfield, Mass. Eleventh Annual Automobile Show. H. W. Stacy, manager.  
1-6—Evansville, Ind. Fourteenth Annual Show.  
1-6—Wilmington, Del. Eleventh Annual Show.  
1-6—Hackensack, N. J. Automobile Show.  
3-6—Sioux City, Ia. Annual Automobile Show.  
4-6—Bismarck, N. Dak. Automobile Show.  
5—Springfield, Mo. Automotive Equipment Association merchandising meeting.  
9-12—Ft. Dodge, Ia. Annual Automobile Show.  
9-13—Boston, Mass. Automobile Show. C. L. Campbell, manager.  
9-14—Fort Worth, Tex. Automobile Show.  
9-15—Baltimore, Md. Automobile Show. J. L. Elliott, manager.  
10-13—Saginaw, Mich. Annual Automobile Show.  
11-13—Edmonton, Alberta. Automobile Show.  
12-13—Mandan, N. Dak. Automobile Show.  
12-18—Oklahoma City, Okla. Automotive Equipment Association merchandising meeting.  
17-18—Winston-Salem, N. C. North Carolina Automotive Trades Association annual convention.  
18—Winston-Salem, N. C. National Automobile Dealers' Association Sales Congress.  
23-25—Washington, D. C. National Conference on Street and Highway Safety.  
26-27—Bridgeport, Conn. Automobile Show.  
29-Apr. 3—Detroit, Mich. Second Annual Motor Bus Show.

### APRIL

3-14—Frankfort-on-Main, Germany. International Motor Car Show.

### MAY

1—Atlantic City, N. J. Races at opening of new speedway.  
13-15—Detroit, Mich. American Gear Manufacturers' Association, tenth annual convention. Book-Cadillac Hotel.  
30-31—Indianapolis, Ind. 500-Mile race.

### JUNE

1-4—French Lick Springs, Ind. Semi-annual national meeting of the National Society of Automotive Engineers.  
11-19—Montreal, Canada. Automotive Equipment Association meeting. Mount Royal Hotel.

# Financial News of the Automotive Industry

## AUTO INSTALLMENT BUSINESS LARGE

### Bank's Survey Shows Importance of This Form of Sales

**N**EW YORK, Feb. 27.—The extent to which automobiles are being bought on installment payments is indicated by a survey just completed under the direction of James H. Perkins, president of the Farmers Loan and Trust Company. Installment buying has recently so greatly increased in volume "that it has become not only an important influence in the distribution of many commodities, but it now constitutes a real factor in banking," is the conclusion reached by this bank on the basis of the survey.

Along with the development of installment buying and to a considerable extent preceding it, savings bank deposits have increased from \$14,672,000,000 in 1920 to \$23,134,000,000 in 1925. Life insurance in force increased from \$33,081,000,000 in 1920 to an estimated total of \$72,000,000,000 at the end of 1925. Total wages and salaries paid by all branches of industry increased from \$32,000,000,000 to \$40,000,000,000 between 1918 and 1925. It is out of the great reservoir of income and savings, states the report, that installment buying is proceeding.

Figures follow for various industries showing the 1924 value of that part of the product sold on time payments:

|               | 1925      | 1924     |
|---------------|-----------|----------|
| Gross         | \$96,329  | \$79,242 |
| Interest      | 135,323   | 138,832  |
| Depreciation  | 226,827   | 225,110  |
| Federal taxes | 85,000    | —        |
| Net profit    | \$519,169 | \$15,300 |

The balance sheet shows:

Assets—Cash notes and accounts receivable, \$880,749; inventories,

\$2,305,062; bonds in treasury, \$274,-

635; land, buildings, machinery,

etc., less depreciation, \$1,278,432;

goodwill, patents, etc., \$1,482,142;

deferred charges, \$62,998; total,

\$6,284,018.

Liabilities—Accounts payable,

\$921,761; purchase money mort-

gage, \$25,611; bonds, \$1,900,000;

preferred stock, \$3,500,000; com-

mon stock (represented by 35,000

no par shares), \$175,000; profit

and loss deficit, \$283,354; total,

\$6,284,018.

"As we view the situation," the Farmers' Loan and Trust Company states, "the initial transaction should never be consummated until the seller has thoroughly satisfied himself of the buyer's ability to pay. The necessary brakes must be applied in individual cases, if not by the dealer or the manufacturer, then by the finance company or the commercial bank. The careful extension of credit by all of the parties concerned will probably do much toward keeping out the evils which are bound to be present in any system so widespread as installment selling, and if that is not done the disastrous results, which are the inevitable consequence of unwise merchandising, will be experienced to the extent to which such laxity has been allowed to prevail."

## Chicago Yellow Cab Earnings Gain

**C**HICAGO, Feb. 27.—The forthcoming annual report of the Chicago Yellow Cab Company will not make as favorable a showing as had been expected, although a satisfactory improvement in earnings will be shown. The understanding has been that earnings for 1925 ran \$300,000 to \$400,000 ahead of 1924, when \$2,229,001 or \$5.56 a share on 400,000 shares outstanding was reported. It is understood the increase will not be greater than \$75,000. The change is due to greater depreciation write-offs on existing taxicabs, owing to introduction during the year of new style cabs. These will mean hastening retirement of present cabs.

### Detroit Employment At New High Level

**D**etroit, Feb. 27.—Industrial employment here reached a new high record in the week ended February 19, according to the Employers' Association index, representing two-thirds of the industrial employment in the city. Employment at the end of the week totaled 270,395, increase of 2,809 over the preceding week and comparing with 268,786, the 1925 high, and 209,275 in corresponding week last year.

### Rolls-Royce Earns \$604,169 in 1925

**N**EW YORK, Feb. 27.—The Rolls-Royce Company of America reports for the year ended December 31, 1925, a net profit of \$604,169, after interest, depreciation and Federal taxes. This is equivalent to \$14.83 a share on 35,000 shares of 7 per cent. cumulative preferred stock, on which dividends are in arrears since 1921. These earnings compare with \$15,300, before Federal taxes, or 43 cents a share on preferred in 1924.

The income account for 1925 compares as follows:

|               | 1925      | 1924     |
|---------------|-----------|----------|
| Gross         | \$96,329  | \$79,242 |
| Interest      | 135,323   | 138,832  |
| Depreciation  | 226,827   | 225,110  |
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# Dealer Activities

## STUDEBAKER NAMES NEW DEALER IN ST. PAUL

St. Paul, Minn., Feb. 27.—The Turner Motor Sales, 1700 University Ave., has just been appointed associate dealer by the Studebaker Corporation of America. The company is headed by Harry I. Turner, for many years active in the automobile selling business in St. Paul and Minneapolis.

## NEW KANSAS CITY DEALER ADDS CASE CAR

Kansas City, Feb. 27.—The American Motor Sales Company, Inc., recently organized to handle the distribution in Kansas City and trade territory of the Elcar, announces that the Case also will be distributed through the same organization.

## THOMPSON IN CONTROL OF TORONTO, O., DEALERSHIP

Toronto, O., Feb. 27 (U. T. P. S.)—C. H. Thompson has just taken over all the interests in the Auto Sales Company, Daniels Street, Chevrolet and Oldsmobile dealer, and the business will be known as C. H. Thompson.

## OLDSMOBILE DEALERSHIP OPENED IN CAMDEN, ARK.

Camden, Ark., Feb. 27.—C. J. Russell and E. D. Shields of El Dorado, Ark., have just become Oldsmobile dealers here, at 100 Madison St.

## SWARTZ SELLS BUICK BUSINESS IN KIRKLAND

Seattle, Feb. 27.—Hugh Swartz, who had a Buick sub-dealership for the past year at Kirkland, has just sold that business to John Baker. Mr. Swartz is back in Seattle personally looking after his garage and repair business, the Swartz-Bridgeman Company, 12th and East Seneca.

## BUYS DEALERSHIP IN FAIRMONT, W. VA.

Fairmont, W. Va., Feb. 27.—E. P. Fulke of Weston has just taken over the business of the Fairmont

Motor Car Company, 817 Morgan Ave., and will operate it as the Overland-Knight Company.

## TEXAS DEALERSHIP CHANGES ITS NAME

Fort Worth, Tex., Feb. 27.—The Whitehurst-Foster Company of this city, dealer in Willys-Overland cars, has just changed the firm name to Willys-Knight-Overland Sales Company. No change in policy or personnel is contemplated, according to report.

## WILL SELL STAR CARS IN NORTH DAKOTA

Mandan, N. D., Feb. 27.—The Master Motor Sales Company has just taken over the representation of the Star car for Mandan, Center, Glen Ullin, Almot, New Salem, Judson, Fort Clark, Flasher, Timmer and Soden. C. C. Eldridge of Minneapolis, factory representative, was in Mandan and closed the deal.

## NASH SALES CUP WON BY DEALER IN SAN JOSE

San Jose, Cal., Feb. 27.—Pichetti Brothers, local Nash and Ajax dealer, is showing the silver trophy cup which it won at the recent San Francisco auto show. The cup was awarded to the organization making the greatest number of Nash sales in the last three months of 1925. San Jose headed the list in competition with Fresno, Sacramento, Oakland and Stockton.

## DEALER IN LOS ANGELES OPENS BRANCH SALESROOM

Los Angeles, Feb. 27.—The Figueroa Street branch of S. G. Stephens, Willys-Knight and Overland dealer, has been opened. It is a combined salesroom and service headquarters.

## NAMED PEORIA DEALER FOR HUDSON AND ESSEX

Peoria, Ill., Feb. 27.—The Nelson-Wood Motor Company, 222-24 Main St., has just been reappointed exclusive dealer in the Peoria territory for Hudson and Essex cars.

## Personal Items

### LOCKHART BRANCH HEAD

Waco, Tex., Feb. 27.—D. E. Lockhart, for the past three years with the Reo Motor Company of Dallas, has just been appointed manager of the Waco branch of the company, succeeding T. D. Bryant, resigned. The change becomes effective March 15.

### ZAHRT LEAVES POST

Fort Wayne, Ind., Feb. 27 (U. T. P. S.)—Walter G. Zahrt, sales director of the Wayne Tank and Pump Company for the last three years, has just resigned from his position, effective March 15. He will enter the insurance business here.

### COUTLEE DIRECTS BRANCH

Greenville, Miss., Feb. 27.—A. C. Coutlee, who formerly was with the Automobile Sales Company of Greenwood, has just been appointed manager of the Southern Motor Company of Greenville, which is a branch of the Automobile Sales Company of Memphis, Tenn.

### ADKINS ON SALES STAFF

Columbus, O., Feb. 27.—L. B. Adkins, who has been in the automobile business in Newark, O., for several years, has just disposed of his dealership and joined the sales staff of E. H. Huffman & Sons, central Ohio distributors for the Auburn.

### BURTON STORE MANAGER

Chicago, Feb. 27.—G. W. Burton, who has been director of sales of the Buick Motor Company Chicago branch for the last two years, has just been made manager of the Buick used car store at 3900 Grand Boulevard.

## Improvements

### CADILLAC HOME LARGER

Little Rock, Ark., Feb. 27.—A. F. Madison, president and treasurer of the Madison-Smith Cadillac Company, calls attention to the fact that the new building into which the company has moved is 100 by 140 feet in dimension. It fronts 100 feet on Broadway and 140 feet on Sixth Street. Through an error, it was previously stated that the size of the structure was 40 by 100 feet.

### IN LARGER QUARTERS

Richmond, Ind., Feb. 27.—Brinker & Shandler, local Overland and Willys-Knight dealers, have just celebrated their fifth anniversary as a firm by moving into extensively remodeled salesrooms on South 7th Street. The new quarters provide many times the amount of show and service space available in the old location. E. H. Brinker and E. D. Shandler are the partners.

## Fire Losses

### \$50,000 GARAGE RAZED

Evansville, Ind., Feb. 27—No plans have been announced by the management of the Miller Motor Company, Henderson, Ky., near here, for the restoration of its garage building, which has been completely destroyed by fire. The property was valued at \$50,000, according to John J. Delker, manager.

### REPAIR SHOP DESTROYED

Harrisburg, Pa., Feb. 27.—A one-story frame auto repair shop

at 1112 Christianna St., seven new motor trucks, some 700 new and used auto tires and machinery, have been destroyed by fire. The total damage, according to Charles E. Craft, proprietor, will approximate \$10,000.

### \$10,000 GARAGE BLAZE

Kappa, Ill., Feb. 27.—The garage owned by C. E. Rich was destroyed by fire. Three machines were ruined and the shop equipment destroyed. The loss, which will probably run to \$10,000, was partly covered by insurance.

## Classified Advertising

### CLASSIFIED RATES 5c word (per daily insertion)

### BUSINESS OPPORTUNITY

PARTY wanted with capital for developing and marketing of hydraulic air brake for automobiles, with outlet life of any car, no wearing parts, working model, royalty basis, two patents, automobile manufacturers preferred. Sebastian Giovanipni, 658 N. LaSalle St., Chicago, Ill.

### SALESMAN WANTED

SALESMEN to sell TestBresTos Automobile Brake Lining to jobbing trade. State experience first letter. American Asbestos Company, Norristown, Pa.

## Incorporations

### ILLINOIS

Springfield, Ill., Feb. 27.—New automotive incorporations and changes in Illinois are:

Blue Star Auto Supply Company, 1212 South Michigan Ave., Chicago, \$10,000; buy, sell, manufacture and deal in automobiles, trucks, parts, accessories, etc.; Albert Weisman, Paul Weisman and Son, Weisman.

Illinois Road Equipment Company, 421 South Center St., Belvidere, \$50,000; generally to deal in farm and road tractors, implements, machinery, vehicles and equipment; Samuel W. Bodman, Homer E. Shaw and Neil C. McGinnis.

Monarch Tractors Corporation, 10th and Stanford Ave., Springfield, \$500,000; purchase, manufacture and sale of tractors, motor vehicles etc.; R. W. Gottschall, J. Paul Clayton and A. D. Mackie.

Laco Oil Corporation, Deerfield, increased stock from \$40,000 to \$50,000.

Chicago Manifold Company, Chicago, increased stock from \$150,000 to \$250,000.

Western Refining and Oil Company, Rock Island, increased stock from \$25,000 to \$100,000.

## L. T. Hollister, Inc.

Specializing in all forms of Automotive Insurance,

Announce the removal of their offices to the

## FISK BLDG.

250 W. 57th St., New York City  
Telephone Circle 8780

"When we subscribed to your paper it was for three months as a trial order, but we are so well pleased that we are willing to continue . . . by sending you a year's subscription."



VON SCHLEGELL-FOX MOTORS, INC.

Hupmobile

BALTIMORE, MD



November  
Eighteenth  
1 9 2 5

The Automotive Daily News,  
1926 Broadway,  
New York City, New York.

Attention: Mr. Alexander Johnston.

Gentlemen:

In answer to your letter of the Sixteenth, will state that we think a daily trade-newspaper like the Automotive Daily News, is very essential to every individual connected with the automobile industry. It not only gives you daily news, but keeps one posted as to prices and improvements in automobiles, and everything pertaining to the trade.

The only fault we have to find is that we get our paper the day after it is published, and would like very much, if possible, to receive it the same day.

When we subscribed to your paper it was for three months as a trial order, but we are so well pleased that we are willing to continue at the expiration of same by sending you a year's subscription.

Wishing you continued success, we beg to remain,

Yours very truly,

Von Schlegell-Fox Motors, Inc.

*Louis G.*

Treasurer.

Use this coupon to keep the Automotive Daily News coming daily

AUTOMOTIVE DAILY NEWS,

1926 Broadway, N. Y. City, N. Y.

Gentlemen:

Enter my subscription at once for the AUTOMOTIVE DAILY NEWS, and note the terms I have indicated below.

| 3 Months<br>at \$3.00 | 6 Months<br>at \$6.00 | 1 Year<br>at \$12.00 |
|-----------------------|-----------------------|----------------------|
|-----------------------|-----------------------|----------------------|

I enclose \$....., or will send \$..... upon receipt of bill.

NAME .....

ADDRESS .....

City ..... State .....

A. D. N.